

You Drink & Drive. You Lose. National Mobilization

LAW ENFORCEMENT ACTION PLANNER

Impaired Driving Is a Crime That Kills

As a law enforcement official you understand that impaired driving is no accident. It's a serious crime that kills more than 17,000 people and injures nearly 305,000 others every year. Law enforcement agencies in every State and locality are serving on the frontlines in the fight against this deadly threat to America's communities.

Traffic Enforcement Is Crime Fighting

Highly visible traffic enforcement, such as sobriety checkpoints and saturation patrols, are some of the most effective crime-fighting tools available to communities. Experience shows that when agencies conduct high levels of traffic enforcement robbery and other crimes are reduced. Every jurisdiction has countless examples of dangerous criminals who've been arrested thanks to professionally conducted traffic stops. And traffic crashes are also a leading cause of death for law enforcement officers – so it's personal. The threat is real, deadly and even more important, nearly 100 percent preventable if drivers obey the law.

Impaired Driving Fatalities Rising

After years of gradual improvement, fatalities in alcohol-related crashes are on the rise nationally. The National Highway Traffic Safety Administration (NHTSA) estimates that in 2000, 17,380 people were killed in alcohol-related crashes, representing approximately 41 percent of the 41,945 total traffic fatalities. In 2001, 17,448 people were killed in alcohol-related crashes, again representing 41 percent of the 42,116 people killed in all traffic crashes. That's one fatality every 30 minutes and an injury every 2 minutes.

You Drink & Drive. You Lose. National Mobilization – Protecting Communities from Impaired Drivers

That's why NHTSA, Mothers Against Drunk Driving (MADD), the International Association of Chiefs of Police (IACP), National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, Operation C.A.R.E., National District Attorneys' Association and National Association of Prosecutor Coordinators are asking you to promote and take part in the National Mobilization this holiday season.

Most States Have Already Joined

Every July and December, highly visible enforcement mobilizations are conducted at the same time throughout all 50 States. Currently, 30 States and the District of Columbia are using the *You Drink & Drive. You Lose.* message as part of their impaired driving



prevention efforts. The campaign's messages focus on the relevant consequences of impaired driving like losing your license, money, time, job, friends and/or vehicle to deter drinking and driving. Research shows that these messages "stick" with audiences and help influence positive behavior.

Mark Your Calendars!

In 2003, NHTSA, IACP and MADD are leading the charge to intensify the emphasis to stop impaired driving. Beginning in December 2002, the *You Drink & Drive You Lose* campaign will sponsor the first ever 3-week National Mobilization. The goal is to unite the efforts of more than 10,000 law enforcement agencies and thousands of traffic safety advocates throughout America for 16 nights of high-intensity enforcement from December 20, 2002 through January 5, 2003, with aggressive media outreach. Similar 3-week efforts are also scheduled for July 2003 and December 2003.

The Message Is Clear – Americans Support Getting Tough on Impaired Driving

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.

Nearly 97 percent of Americans view impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

It Takes a Criminal Justice System Approach

The key to protecting innocent victims from impaired drivers is to take a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials, traffic safety organizations and community partners.

Law Enforcement Leads the Way

Existing partnerships with State, county and local law enforcement agencies provide a pre-set structure for mobilization activities. Use these relationships to implement the mobilization. Every law enforcement agency has the ability to conduct saturation patrols to identify and apprehend impaired drivers. They are excellent enforcement and communication tools for deterring impaired driving. Small- and large-scale sobriety checkpoints also are allowed in most States and can serve as effective high-profile deterrents.

- Make it easy and everyone will join the effort.
- Identify partners such as prosecutors, judicial officials and traffic safety advocates

and that should be involved and ask for their advice and assistance in planning your efforts.

- Call a special meeting of departmental and agency chiefs, sheriffs and colonels throughout the State. Ask them to take an active role in the mobilization and encourage other leaders to participate.
- Promote the issue at conferences and meetings as well as in publications and newsletters.
- Law enforcement is more likely to participate in mobilization activities if obstacles are removed that inhibit their participation.
- Make sure officers are aware that the indicators of intoxication are the same at .08 BAC as they are at .10 and that standard field sobriety tests have been validated at .08 BAC.
- Create interdepartmental partnerships to let officers know which divisions are participating in the mobilization.
- Provide agencies with basic information about the mobilization, including goals, implementation strategies, duration, event dates and evaluation tools.
- Everyone involved in the mobilization is a key partner in its success. Strive for 100 percent law enforcement participation in your community and/or State. A united front raises your visibility and creates a powerful deterrent message.
- Solicit input from prosecutors, judicial officials and traffic safety organizations on timing, strategies and evaluation methods for your effort.
- Allow individual departments to devise targeted implementation activities for the mobilization.
- Have law enforcement representatives available who are familiar with mobilization activities to assist community groups interested in joining the campaign.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in some States, cases that may have been on the edge of the limit can now be prosecuted fully.
- Distribute information on any changes in the law to motorists who are stopped.
- Sobriety checkpoints and saturation patrol are excellent teachable moments to convey the seriousness of driving while impaired.

Publicizing What You're Already Doing

Every law enforcement agency has the legal ability to conduct saturation patrols and most States allow the use of small- and large-scale sobriety checkpoints. Highly visible enforcement is the foundation of the *You Drink & Drive. You Lose*. National Mobilization. As with any criminal offense, the best way to deter impaired driving is through a highly visible effort by the entire criminal justice system – enforcement, prosecution, adjudication and sanctions – to reinforce the belief that violators are criminals and that it's likely that impaired drivers are at high risk of being caught, prosecuted and punished.

Your Year-Round Resource – *Saturation Patrol & Sobriety Checkpoint Guide*

The *Saturation Patrols and Sobriety Checkpoints Guide* is intended for use year-round and provides information on:

- How to Plan Checkpoints and Saturation Patrols
- Building Partnership
- Conducting Publicity and Promotion
- Establishing Operational Timelines
- Evaluation
- Criminal Justice Training
- Available Resources

New Media Outreach Tools Available Online

For each mobilization new media outreach tools are created and available on NHTSA's web site at www.nhtsa.gov to help you get started with your publicity efforts. Tailor the templates to create localized **Press Releases, Newsletter Articles, Letters to the Editors, PSAs and Talking Points** for use during the mobilization.

